

---

**FOR IMMEDIATE RELEASE**

May 9, 2011  
9:00 AM EDT

**Contacts:** NIDA Press Office  
301-443-6245  
[media@nida.nih.gov](mailto:media@nida.nih.gov)

Christina Cassidy  
GRAMMY Foundation  
310-392-3777  
[christina.cassidy@grammy.com](mailto:christina.cassidy@grammy.com)

**NIH, MusiCares<sup>®</sup>, GRAMMY Foundation<sup>®</sup> announce 2011 Teen contest**  
*Original music and music video competition part of National Drug Facts Week*

Today marks the launch of the second annual MusiCares<sup>®</sup> and GRAMMY Foundation<sup>®</sup> Teen Substance Abuse Awareness through Music Contest. Announced by the National Institute on Drug Abuse (NIDA), part of the National Institutes of Health, along with MusiCares and the GRAMMY Foundation—the two nonprofit organizations of The Recording Academy<sup>®</sup>—the contest asks young musicians, ages 14-18, to compose or create an original song and/or music video that explores, encourages, and celebrates a healthy lifestyle or accurately depicts a story about drug abuse. Winners will be revealed during NIDA's second annual National Drug Facts Week, which begins Oct. 31, 2011.

“The quality of last year's entries was so impressive that the contest is launching earlier this year to give more students a chance to participate,” said NIDA Director Dr. Nora D. Volkow. “This competition gives teens a unique opportunity to express and share their feelings and experiences about how living a drug-free life helps them navigate their way safely into adulthood.”

“When we launched this contest last year, we thought it would be an ideal way to showcase aspects of our nonprofit missions—music education for young people for the GRAMMY Foundation and health and human services and addiction recovery for MusiCares,” said Neil Portnow, president/CEO of the GRAMMY Foundation, MusiCares, and The Recording Academy<sup>®</sup>. “The submissions from teens were so powerful and moving that we are eager to see the results of this year's campaign, and continue to spread the word to young people about the toll of addiction and the benefits of a healthy lifestyle.”

The first place winner will be invited to Los Angeles to attend the 54th annual GRAMMY Awards<sup>®</sup> Backstage Experience, a special backstage tour that takes place while artists rehearse for the live GRAMMY<sup>®</sup> Awards. In addition, the first, second and third place winners will have their musical entries posted on the GRAMMY365<sup>®</sup> website and the MTV Act blog, as well as on the Above the Influence campaign site sponsored by the National Youth Anti-Drug Media Campaign—a program of the White House Office of National Drug Control Policy. All winners will receive a small cash award from the Visions Adolescent Treatment Center in Malibu, Calif., and a certificate from NIDA acknowledging their role in the dissemination of health information

about substance abuse. NIDA will provide technical expertise in the judging process, with points given for an accurate depiction of the subject matter.

Original music compositions or compositions with accompanying videos must be sent to MusiCares postmarked no later than Monday, Oct.10, 2011. Entries must be no more than three minutes long. More information can be found on the National Drug Facts Week website: <http://drugfactsweek.drugabuse.gov>.

Entry address:

Ms. Erica Krusen  
MusiCares and GRAMMY Foundation Teen Substance Abuse Music Contest  
3030 Olympic Boulevard  
Santa Monica, CA 90404

###

Established in 1989 by The Recording Academy<sup>®</sup>, MusiCares provides a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial, medical and personal emergencies, and each case is treated with integrity and confidentiality. MusiCares also focuses the resources and attention of the music industry on human service issues that directly impact the health and welfare of the music community. For more information, please visit [www.musicares.org](http://www.musicares.org).

The GRAMMY Foundation was established in 1989 to cultivate the understanding, appreciation and advancement of the contribution of recorded music to American culture — from the artistic and technical legends of the past to the still unimagined musical breakthroughs of future generations of music professionals. The Foundation accomplishes this mission through programs and activities that engage the music industry and cultural community as well as the general public. The Foundation works in partnership year-round with its founder, The Recording Academy<sup>®</sup>, to bring national attention to important issues such as the value and impact of music and arts education and the urgency of preserving our rich cultural heritage. For more information, please visit [www.grammyfoundation.org](http://www.grammyfoundation.org).

The National Institute on Drug Abuse is a component of the National Institutes of Health, U.S. Department of Health and Human Services. NIDA supports most of the world's research on the health aspects of drug abuse and addiction. The Institute carries out a large variety of programs to inform policy and improve practice. Fact sheets on the health effects of drugs of abuse and information on NIDA research and other activities can be found on the NIDA home page at [www.drugabuse.gov](http://www.drugabuse.gov). To order publications in English or Spanish, call NIDA's new DrugPubs research dissemination center at 1-877-NIDA-NIH or 240-645-0228 (TDD) or fax or email requests to 240-645-0227 or [drugpubs@nida.nih.gov](mailto:drugpubs@nida.nih.gov). Online ordering is available at <http://drugpubs.drugabuse.gov>. NIDA's new media guide can be found at <http://drugabuse.gov/mediaguide/>.

**About the National Institutes of Health (NIH):** NIH, the nation's medical research agency, includes 27 Institutes and Centers and is a component of the U.S. Department of Health and Human Services. NIH is the primary federal agency conducting and supporting basic, clinical, and translational medical research, and is investigating the causes, treatments, and cures for both common and rare diseases. For more information about NIH and its programs, visit [www.nih.gov](http://www.nih.gov).